

HAS A SEACOAST MANY MILES LONG

Most of the Progressive Towns Overlooking the Atlantic in Northern New Jersey Near This City.

LONG BRANCH ON HIGHEST POINT OF LAND IN REGION

One of the most popular and entrancing summer pleasure grounds is along the seacoast in Northern New Jersey.

In recent years it has become more widely known and better appreciated as an ideal place for an all-year home for men and women whose business or work is in this city.

Scores of towns are within an hour's journey of the heart of New York, and many more are, as regards the running time of trains, much nearer to the downtown districts of Manhattan.

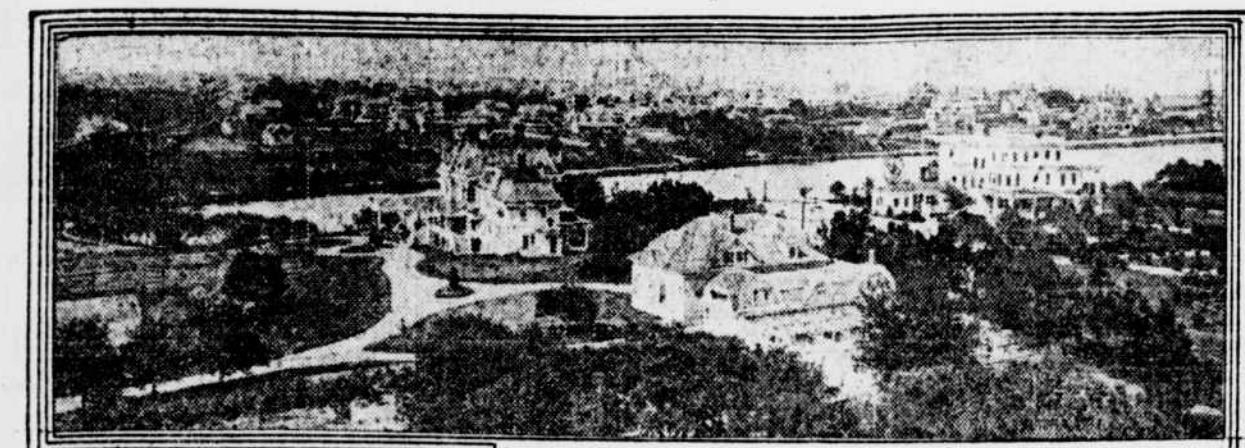
"Explore the American continent, if you will for a seacoast that is equal to that of

Belmar, Como Spring Lake, and last, but not least, beautiful Sea Girt are a galaxy of attractive places upon the bluffs where the country meets the sea."

"Foresighted railroad men predict that within the next twenty years New Jersey will be the home of more than 75 per cent of the prosperous business men of this city," says another member of the same exchange. "The residential area of the city is becoming so dense that its rapidly increasing population must of necessity seek an outlet in the suburbs."

"They will want to be close enough to the metropolis to be within easy access to its business centres, and yet sufficiently

A GLIMPSE OF BEAUTIFUL LONG BRANCH, N. J.
Takanassee Lake Cottage Section.



New Jersey, but your search will prove unavailing," says a member of the New Jersey-New York Real Estate Exchange.

He further says: "There is nothing to compare with the 150-odd miles of ocean front that stretch majestically from Atlantic Highlands to Cape May."

"Beyond question it presents the greatest summer vacation section in this country. It has been appropriately termed the 'play-ground of millions.'"

"Upon the bluffs of the northern end and the gently sloping beaches of the southern shore are located upward of forty summer resorts to which the countless thousands repair from every quarter of the country to recuperate from the rigors of the inland winter season."

"This wonderland of health and rest exerts an irresistible charm upon those who are fortunate enough to come within its influence."

"The land, no less than the sea, combines to create ideal atmospheric conditions about the Jersey coast."

"The great pine belt which extends through the centre of New Jersey fills the air with life giving ozone, which, combined with the salty tang of the sea and the open air exercise possible at all times, is exhilarating and tonic to the highest degree."

"Long Branch and its beautiful cottage neighbors, West End, Hollywood, Elberon, Deal and Allenhurst, largely devoted to cottage life, Asbury Park and Ocean Grove, attracting thousands yearly; Avon,



Greenhut Villa at Long Branch.

far away from them to secure the advantages of suburban life.

"Of all commodities subject to purchase and sale the least speculative are lands within or close to a live suburban community. Their rise in value is regulated by fundamental economic laws that have nothing fictitious or theoretic about them."

"Buying real estate near New York is like buying real intrinsic wealth. Especially in this true of suburban land in New Jersey."

and at a cost which permits of their profitable operation almost from the day of their opening.

Ample room yet remains for increasing this tunnel avenue from the heart of old New York to this suburban district. There would be no great engineering difficulties in boring under the present river tunnel routes.

But the most serviceable expansion of the tunnel projects will probably come from the Hudson & Manhattan Railway Company.

Land on the very eastern edge of the Palisades can yet be bought in large acreage tracts, and the amount of money required for an acre is less than for one lot in a sparsely settled section of the city.

Here are splendid home sites commanding an unobstructed view of the Hudson River, of the northern apartment areas of New York and of many other home sections, at prices within the reach of the majority of persons able to buy real estate.

A short distance west of the ground overlooking the Hudson River are long stretches of land, offered at astonishingly low prices. In all directions extend broad public highways, inviting to the tourist and to the lover of the harness horse. Along many of these highways are massive trees, affording pleasant shade in summer and ever attracting the gaze of the traveller by their stateliness.

Not a few of the foremost authors in the early days of this nation wrote at length about the rural greatness of this part of the Palisades, and their descriptive work of this beautiful region is an eloquent testimony of how they were charmed and benefited by living there. Those learned writers spent days there admiring and studying the beautiful visage of nature everywhere plainly visible.

The prospective homebuyer, however, need not pass many hours in the district to get an opportunity there and why this is one of the best suburban territories of the metropolitan area for all kinds of realty buyers.

Never has there been an invasion of "land boomers" in the section. There have been at various periods a goodly number of realty developers, but they were of the type that helps to awaken a useful interest in a suburban area, and whose substantial construction work largely enhances the value of the building strength of a community.

From the point of view of the realty expert this is virtually virgin territory for the big real estate operator and investor, and if it be such for buyers of large financial means it must be one of the safest and one of the grandest places for the prospective suburban homebuyer, who have long been weary of city life.

MOUNTAIN LAKES CHARMS
Delights Afforded at Beautiful Boonton Residential Park.
Mountain Lakes is a beautiful 1,000-acre residential park at Boonton, N. J.

In no part of the state, probably, has more activity been witnessed in the last two years. More than 119 homes have been erected on the development and thirty more are now under construction. Sixty-five of the houses have been sold. Most of them are occupied by New York and Brooklyn business men.

Mountain Lakes is a convenient residential place for the commuter. Its easy access to Manhattan is one of its many advantages for the business man whose toll calls him to the city each weekday. A trolley line runs from Boonton station through Mountain Lakes Park direct to Denerville, Dover and Morris town.

The place is also noted for its natural and artificial charms. A Venetian lagoon connects two beautiful lakes. There are walks and drives. Over ten miles of the most beautiful scenery. There are roads have been macadamized. There are ornamental rubble stone bridges and are

Before the New Jersey and New York shores were forever linked by a vast network of river tubes there was truly a serious river barrier between this suburban section and Manhattan Island. It was then a long journey, as regards time spent in travelling, from the northernmost part of the section to the leading financial, shopping, office and amusement centres of old New York.

That fact kept many persons in need of a change from the crowded city to the green fields of the suburban districts from becoming home builders or simply dwellers there. It was also largely responsible for the rapid upbuilding many years ago of more northerly suburban zones not separated from New York by water obstacles. But vastly inferior in natural and artificial beauty to this suburban territory.

For all time the river barriers have been removed by engineering ingenuity, and today the entire district is widely known as, and is unquestionably, "a commuter's paradise."

Initial Tunnel Work.
This is the initial stage of tunnel construction work.

It has already been proved by engineering skill that these tubes can be quickly erected

BUSY AT LONG BRANCH

More Cottage Rentals than at Any Similar Time.

VAST CONSTRUCTION WORK

Queen City of the New Jersey Seacoast Will Be Unusually Gay Next Summer.

Long Branch, N. J., May 4.—Cottage rentals more numerous than ever before May 1, and this in spite of the most unfavorable weather on record, presage a lively summer here. But this is only one of many signs of more rapid progress in Long Branch this year than in any previous one.

Building operations are brisk. A theatre to seat 2,200, on the former site of the church in which President Garfield was

shipped while a summer resident here; a fine new edifice for St. James's Episcopal Church and several large boarding houses are being built. New garages, stores, bank and office buildings and a new modern year-round hotel on Broadway have recently been completed, and a site has been purchased for a marble postoffice building on Third avenue. A contract will be awarded to-day for a fine ornamental concrete bridge over Takanassee Lake.

The principal building, though, as usual, has been of cottages. The tendency is not toward as high-priced places as those of former years. The most expensive of the new ones is the Morris avenue hollow tile and stucco country seat of Dr. Lester D. Wise, costing \$5,000. The average figure is from \$500 to \$1,000.

The resort's development, however, is not toward lessening its importance as a cottage settlement. It is rather toward making it more popular.

The numerous smaller cottages being erected are going up in response to an enormous demand for summer homes for people of moderate means, who are attracted by the facts that this is the nearest point on the Jersey seacoast to New York by express train, being only a little over an hour distant; that its train service by two roads is frequent and good, and that commutation rates run as low as 35 cents for a round trip.

The city is developing, however, in other directions also. A few weeks ago the new commission form of government was adopted. A movement is under way to have the city annexed to the Hudson River, in addition to the present two, is projected. And a two weeks' clean-up crusade, promoted by a ladies' organization headed by Mrs. Leon Cubberley, ended this week, a complete success, leaving the city in all sections of Elberon, West End, Branchport, Pleasure Bay, North Long Branch and East Long Branch spotless and clean.

Besides, there's the monster monolith ocean pier of reinforced concrete, completed as to the structure proper last December. The superstructure, to have the pier finished in time for use this summer, but negotiations are said to be under way for running fast steamers between here and New York the coming season, making the trip in an hour and a half.

This will make the fifth travel route from the metropolis, there already being two all-rail ones, the Central Railroad of New Jersey and the Pennsylvania Railroad, and two water ones, the Central Railroad Sandy Hook bay route and the Patten river and bay line.

Another improvement under way is the bulkheading and dredging of the south branch of the Shrewsbury River, which runs nearly to the heart of the business section of the city. A dike or canal from this stream to the ocean is being urged before Congress through the efforts of Beach Commissioner George L. Cram.

The new era had its inception some years ago in the acquisition and improvement of the ocean front by the city. A boardwalk built along the sea bluff for two and a half miles and the bluff drive to the west of it was widened to a width of sixty feet and straightened. Bulkheads and jetties were built to prevent the encroachments by the sea. Poles and wires were removed and ornamental iron poles substituted for lighting. Pavilions were erected. A tennis block of ocean front with a frontage of over 800 feet was purchased, was laid out in front of it and a big casino constructed.

This public enterprise stimulated private enterprise, and many unsightly old buildings along the ocean front were razed, others improved and still others built. Along this stretch are now located several high class hotels, Pannassee and Louis V. Kahn's structures, which are practically reconstructed; the West End Cottages and Atlantic, which were much improved, and the Takanassee, which was newly erected.

Several excellent sites remain and there is talk of fine structures going up on them as a result of the prosperity of the others.

There is every indication that the resort will be extraordinarily gay next summer. In addition to the standard special attractions of the big open air horse show in July, which P. J. Casey and others have made an international event, the dog show and the week's ocean front carnival, an automobile show is scheduled for the horse grounds. A county fair is announced as another feature there by Dick Henderson, who has leased the grounds for the season for big league baseball. The games on Sundays last year were a tremendous drawing card, and the Giants, Yankees, Detroit, Cubs, Philadelphia Athletics and other famous aggregations, it is stated, have already been booked for the coming summer.

Through the Tubes to New Jersey

THE LAND OF OPPORTUNITY FOR THE HOMESSEEKER

The Garden Spot of the Garden State

Long Branch

A Charming Coast City of Opportunities

LONG BRANCH IS MORE THAN A SEASHORE RESORT. It combines the pleasures of beach and surf with the delights of picturesque river, dainty lakes and sylvan beauties. Situated on a coast plateau, the highest point of land along the entire Atlantic Seaboard, extending along the ocean for six miles and inland two miles; it offers a choice of a multiplicity of types of environment in its various sections—Elberon, West End, Hollywood, Norwood, North Long Branch, Branchport and Pleasure Bay.

It is both country and city, for here are found not only the attractions of country—trees, lawns, hedges and freedom from crowding—but also all urban conveniences of trolleys, hospital, library, sewers, free garbage collection, paved, lighted, swept and sprinkled streets, pure water, efficient fire and police protection, banks and department stores.

There are facilities for all sports—yachting, boating, bathing, fishing, crabbing, tennis, polo, baseball and golf. In amusements there is everything from the merry-go-round to the theatres and mid-August carnival festivities. Then there are the city's fine drives—120 miles of them here and an equal mileage radiating through the contiguous country—all in a territory embellished with the highest skill of landscape gardening. And there are, too, the quaint old road-houses on the Shrewsbury, famed for their succulent clambakes and shore dinners. There is quiet for the invalid, and gay social life for those who like it in the dances and balls at the hotels and in the fashionable horse show, dog show and other functions.

Five Presidents have summered at this delightful resort. But its attractions have been immeasurably enhanced since. Over \$1,500,000 has been expended in improvements along the ocean front in the past few years. The famous bluff drive has been widened, a boardwalk, pavilions and casino erected, an amusement park created and a big concrete ocean pier built.

The nearest point on the Jersey Shore to New York and the great metropolitan area by express trains—Long Branch is only an hour distant by the Pennsylvania and Jersey Central. There are eight stations in the city limits and some 100 New York trains a day in summer, not to mention the Sandy Hook Bay and the Patten Line River Steamers. Commuting is easy and pleasant the year around, and the rates as low as 35 cents a round trip.

Lots of room for development, on high, dry land at reasonable prices. Cottages now renting for the season furnished at from \$400 up.

For literature or any information write
B. B. BOBBITT, Publicity Director,
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IDEAL INLAND DISTRICT

Suburban Area of New Jersey
Large and Picturesque.

The inland suburban region of Northern New Jersey is far famed for its diversity of rural charms.

Along the westerly bank of the Hudson River are the Palisades.

North of Paterson is the lake section and the Ramapo Hills, and just west of Newark are the beautiful Orange mountains.

In every direction stretch for many miles verdant plain and broad fertile valleys. Here and there are winding rivers, the favorite haunts of many thousands of lovers of aquatic sports.

This great New Jersey suburban territory is linked to Manhattan by the river tubes of the Hudson & Manhattan Railroad and the Pennsylvania.

Through it run the Lackawanna, the Erie, the Lehigh Valley, the Central Railroad of New Jersey and the Pennsylvania besides the New York, Susquehanna & Western Railroad and the West Shore division of the New York Central.

"New Jersey has increased its commuting area," says the New Jersey-New York Real Estate Exchange, "by thousands of acres, the easily accessible towns being situated on four great railroads—the Erie, Lackawanna, New Jersey Central and Pennsylvania. Among the sections served by these lines are first of all Hudson County, including Jersey City, Hoboken, Bayonne and Union Hill.

"A little farther north in Bergen County there are Hackensack, Hasbrouck Heights, Rutherford, Ridgewood, Park Lee, Leonia, Englewood, Tenafly, Haworth, Oradell and Ridgewood. In Essex County there is primarily Newark, the Oranges, Millburn, Bloomfield, Glen Ridge, Montclair and Newark.

"In Passaic County there are Paterson and Passaic. In Union County there are Elizabeth, Elmora, Roselle Park, Cranford, Westfield, Fanwood, Plainfield, Rahway and Summit.

"In Somerset County there are North Plainfield, Bound Brook and Somerville.

"In Middlesex County there are the Ambros, Metuchen, Dunellen and New Brunswick.

"In Morris County there are Chatham, Madison and Morristown.

"In Monmouth County there are Keyport, Matawan, Middletown, Freehold, Red Bank, Farmingdale and the seasonal place from Atlantic Highlands to Sea Girt, including Long Branch, Deal, Allenhurst, Interlaken and Asbury Park."

"The marvelous concentration of population in and around the city of New York makes a counter movement inevitable. Confined between two rivers, narrow Manhattan Island cannot possibly accommodate even her own natural increase.

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